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# COMMONWEALTH BUREAU OF CENSUS AND STATISTICS

In reply quote No.

## BEER, WINE, AND SPIRITS

EIGHTH FLOOR,  
DA COSTA BUILDING,  
68 GRENFELL STREET,  
ADELAIDE.

SOUTH AUSTRALIA

YEAR ENDED 30TH JUNE 1961

**SCOPE** This bulletin gives details of the production and distribution of wine and spirits and of the consumption of beer and spirits in South Australia for 1960/61 and earlier years. Details of beer production are not available for publication.

**PRODUCTION OF WINE AND SPIRITS** The quantity of wine made in South Australia during 1960/61 was 25,061,000 gallons, an increase of 3,485,000 gallons (16.1 per cent) on 1959/60 production. Record production of 26,400,000 gallons was achieved in 1957/58. Wineries and distilleries used 137,694 tons of grapes during 1960/61 compared with 113,136 tons in the previous year.

Production of unfortified wine reached a new record of 3,543,000 gallons compared with 3,081,000 gallons in 1959/60. The previous record was 3,520,000 gallons in 1958/59.

TABLE 1 - WINE AND SPIRITS PRODUCTION : SOUTH AUSTRALIA

| Type               | 1956/57  | 1957/58  | 1958/59  | 1959/60  | 1960/61  |
|--------------------|----------|----------|----------|----------|----------|
| '000 Gallons       |          |          |          |          |          |
| <b>WINE</b>        |          |          |          |          |          |
| Beverage -         |          |          |          |          |          |
| Fortified          | 8,158.4  | 7,835.1  | 7,259.5  | 7,057.2  | 6,917.2  |
| Unfortified        | 2,862.7  | 3,427.6  | 3,520.3  | 3,081.4  | 3,543.2  |
| Total              | 11,021.1 | 11,262.7 | 10,779.8 | 10,138.6 | 10,460.4 |
| Distillation (a)   | 13,910.0 | 16,235.7 | 15,353.8 | 12,414.8 | 15,519.6 |
| Gross Total        | 24,931.1 | 27,498.4 | 26,133.6 | 22,553.4 | 25,980.0 |
| Net Total (b)      | 24,038.1 | 26,399.6 | 25,131.6 | 21,575.9 | 25,060.8 |
| '000 Proof Gallons |          |          |          |          |          |
| <b>SPIRITS</b>     |          |          |          |          |          |
| Brandy             | 843.9    | 1,125.9  | 1,057.3  | 941.3    | 1,044.3  |
| Whisky             | 141.7    | 87.9     | 89.9     | 152.1    | 105.0    |
| Gin                | 3.2      | 2.8      | 10.9     | 14.4     | 17.9     |
| Other Potable      | 11.7     | 12.5     | 10.2     | 12.9     | 11.2     |
| Wine Fortifying    | 2,096.9  | 2,431.2  | 2,397.7  | 1,979.7  | 2,138.3  |
| All Other          | 55.1     | 32.8     | 53.4     | 54.4     | 12.9     |
| Total              | 3,152.5  | 3,693.1  | 3,619.4  | 3,154.8  | 3,329.6  |

(a) Used for manufacturing brandy, spirits for wine fortifying, etc.

(b) Excludes spirits added in fortifying wine, such having been made from distillation wine.



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Production of the various types of beverage wine for the years 1959/60 and 1960/61 are shown below in Table 2:-

TABLE 2 - BEVERAGE WINE PRODUCTION : SOUTH AUSTRALIA

| Type                   | 1959/60      |             | 1960/61 |             |
|------------------------|--------------|-------------|---------|-------------|
|                        | In Bond      | Out of Bond | In Bond | Out of Bond |
|                        | '000 Gallons |             |         |             |
| Fortified -            |              |             |         |             |
| Dry White              | 458.7        | 283.2       | 556.5   | 142.9       |
| Sweet White            | 4,532.8      | 70.8        | 4,361.6 | 75.6        |
| Sweet Red              | 1,710.9      | 0.9         | 1,774.2 | 6.4         |
| Unfortified -          |              |             |         |             |
| Red                    | -            | 1,119.3     | -       | 1,407.3     |
| White (inc. Sauternes) | -            | 1,962.1     | -       | 2,135.9     |
| Total                  | 6,702.4      | 3,436.3     | 6,692.3 | 3,768.1     |

WHOLESALE  
SALES TO  
RETAILERS

The following table shows sales of wine and brandy to retailers, both local and interstate, made from stocks held in wineries, depots, bulk stores, etc., operated in South Australia, but excludes overseas exports, ships stores, and sales to agents and wholesalers. As the quantities shown include sales to interstate retailers, the table cannot be taken as an indication of the actual consumption in South Australia.

Although there has been little variation in the total amount of wine sold during recent years, sales of sherries, sweet table, and sparkling white wines, were noticeably higher in 1960/61 than they were several years ago.

TABLE 3 - WINE AND BRANDY (a) : WHOLESALE SALES TO RETAILERS, SOUTH AUSTRALIA

| Type                                 | 1956/57            | 1957/58 | 1958/59 | 1959/60 | 1960/61 |
|--------------------------------------|--------------------|---------|---------|---------|---------|
|                                      | '000 Gallons       |         |         |         |         |
| Wine                                 |                    |         |         |         |         |
| Sherry - Flor                        | 33.1               | 21.6    | 25.3    | 23.2    | 24.7    |
| Other Dry                            | 46.9               | 68.5    | 77.4    | 83.2    | 82.2    |
| Sweet                                | 579.4              | 622.2   | 653.2   | 694.3   | 675.5   |
| Dessert Wines -                      |                    |         |         |         |         |
| Sweet White                          | 399.6              | 369.8   | 315.0   | 255.9   | 271.9   |
| Sweet Red                            | 414.1              | 531.0   | 538.7   | 533.0   | 523.9   |
| Table Wines -                        |                    |         |         |         |         |
| Dry White                            | 90.9               | 174.9   | 106.0   | 114.0   | 148.7   |
| Dry Red                              | 290.3              | 315.1   | 312.5   | 310.9   | 324.6   |
| Sweet (Inc. Sauternes & Pearl Types) | 46.6               | 60.0    | 81.6    | 102.7   | 103.6   |
| Sparkling - White (b)                | 25.4               | 26.4    | 47.8    | 51.5    | 47.3    |
| Red (b)                              | 9.7                | 18.9    | 11.1    | 11.2    | 13.5    |
| Wine Cocktails etc.                  | 24.7               | 23.0    | 26.4    | 29.8    | 20.5    |
| Vermouth                             | 22.1               | 23.2    | 26.1    | 31.5    | 26.5    |
| Total                                | 1,982.8            | 2,254.6 | 2,221.1 | 2,241.2 | 2,262.9 |
|                                      | '000 Proof Gallons |         |         |         |         |
| Brandy                               | 89.4               | 109.9   | 123.9   | 138.7   | 136.6   |

(a) Includes imported wines and brandy, which amount to a negligible total.

(b) Includes Natural Fermentation and Carbonated, for which separate details are not available for publication.

1. The first part of the report is a general introduction to the subject of the study. It discusses the importance of the problem and the objectives of the research.

2. The second part of the report is a detailed description of the methods used in the study. It includes a discussion of the data sources, the sampling procedure, and the statistical techniques employed.

3. The third part of the report is a presentation of the results of the study. It includes a discussion of the findings and their implications for the field of research.

4. The fourth part of the report is a conclusion and a discussion of the limitations of the study. It also includes some suggestions for further research.

5. The fifth part of the report is a list of references. It includes a list of the books, articles, and other sources used in the study.

6. The sixth part of the report is an appendix. It includes a list of the tables and figures used in the study, as well as a list of the abbreviations and symbols used.



EXPORTS

Direct overseas exports of wine from South Australia during 1960/61 totalled 1,814,000 gallons, an increase of 138,000 gallons (8.2 per cent) on the quantity exported during the previous year.

Interstate wine exports (including those for subsequent transshipment overseas) increased from 6,480,000 gallons in 1959/60 to 6,619,000 gallons in 1960/61, an increase of 2.1 per cent.

Direct overseas and interstate exports of wine and spirits from South Australia for the last 5 years are shown below in Table 4.

TABLE 4 - EXPORTS OF WINE AND SPIRITS : OVERSEAS AND INTERSTATE - SOUTH AUSTRALIA

| Type                | 1956/57            | 1957/58 | 1958/59 | 1959/60 | 1960/61 |
|---------------------|--------------------|---------|---------|---------|---------|
|                     | '000 Gallons       |         |         |         |         |
| Wine - Oversea      | 1,571.0            | 1,401.1 | 1,671.2 | 1,676.4 | 1,814.2 |
| Interstate          | 6,317.6            | 6,111.7 | 6,284.3 | 6,479.5 | 6,619.1 |
| Total               | 7,888.6            | 7,512.8 | 7,955.5 | 8,155.9 | 8,433.3 |
|                     | '000 Proof Gallons |         |         |         |         |
| Spirits - Oversea - |                    |         |         |         |         |
| Brandy              | 105.3              | 97.3    | 77.8    | 96.3    | 77.8    |
| Other Potable       | 0.9                | 1.3     | 16.0    | 0.1     | 4.2     |

Interstate exports from South Australia of fortified and unfortified wine, classified according to the state to which exported, are shown in Table 5 for the years 1958/59 to 1960/61.

TABLE 5 - INTERSTATE WINE EXPORTS : SOUTH AUSTRALIA

| State             | Fortified    |         |         | Unfortified |         |         |
|-------------------|--------------|---------|---------|-------------|---------|---------|
| To which Exported | 1958/59      | 1959/60 | 1960/61 | 1958/59     | 1959/60 | 1960/61 |
|                   | '000 Gallons |         |         |             |         |         |
| N.S.W.            | 1,861.7      | 1,802.7 | 1,756.4 | 742.2       | 832.9   | 997.4   |
| Vic.              | 1,475.7      | 1,403.8 | 1,309.9 | 658.3       | 712.1   | 862.4   |
| Qld.              | 407.8        | 440.4   | 423.1   | 59.7        | 104.9   | 107.5   |
| W.A.              | 685.7        | 754.5   | 727.8   | 106.3       | 122.6   | 125.6   |
| Tas.              | 262.0        | 266.6   | 274.3   | 24.9        | 39.0    | 34.7    |
| Total             | 4,692.9      | 4,668.0 | 4,491.5 | 1,591.4     | 1,811.5 | 2,127.6 |

IMPORTS

Direct overseas imports of wine and spirits into South Australia for the last five years are shown in Table 6.

TABLE 6 - IMPORTS OF WINE AND SPIRITS : SOUTH AUSTRALIA

| Type                | 1956/57            | 1957/58 | 1958/59 | 1959/60 | 1960/61 |
|---------------------|--------------------|---------|---------|---------|---------|
|                     | '000 Gallons       |         |         |         |         |
| Wine - Oversea      | 1.0                | 0.6     | 0.7     | 2.4     | 3.2     |
|                     | '000 Proof Gallons |         |         |         |         |
| Spirits - Oversea - |                    |         |         |         |         |
| Brandy              | 0.2                | 0.4     | 0.3     | 1.3     | 1.8     |
| Other Potable       | 13.5               | 18.2    | 27.1    | 29.2    | 39.2    |

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STOCKS

The following table shows details of stocks of wine and bonded spirits held by Winemakers and Wholesale Merchants at 30th June, 1957 to 1961 inclusive. The figures therefore exclude stocks held by retailers.

Wine stocks at 30th June 1961 totalled 27,226,000 gallons, 502,000 gallons (1.8 per cent) less than at 30th June 1960. Stocks of distillation wine amounted to 1,039,000 gallons, an increase of 708,000 gallons on the abnormally low figure of 331,000 gallons at the end of June 1960.

Stocks of spirits in bond increased slightly (0.12 per cent) from 9,063,000 proof gallons at 30th June 1960 to 9,074,000 proof gallons at 30th June 1961.

TABLE 7 - STOCKS OF WINE & BONDED SPIRITS HELD BY WINEMAKERS AND WHOLESALERS, SOUTH AUSTRALIA

| Type               | At 30th June - |          |          |          |          |
|--------------------|----------------|----------|----------|----------|----------|
|                    | 1957           | 1958     | 1959     | 1960     | 1961     |
| '000 Gallons       |                |          |          |          |          |
| Wine               |                |          |          |          |          |
| Distillation       | 1,845.3        | 1,403.6  | 1,397.3  | 331.4    | 1,039.5  |
| Beverage -         |                |          |          |          |          |
| Duty Paid          | 8,346.7        | 9,494.0  | 9,504.3  | 9,155.4  | 9,091.1  |
| In Bond            | 19,168.5       | 19,237.6 | 19,245.4 | 18,241.1 | 17,095.0 |
| Total Wine         | 29,360.5       | 30,135.2 | 30,147.0 | 27,727.9 | 27,225.6 |
| '000 Proof Gallons |                |          |          |          |          |
| Spirits (In Bond)  |                |          |          |          |          |
| Brandy             | 2,716.7        | 3,051.8  | 3,315.5  | 3,419.7  | 3,624.6  |
| Whisky             | 484.5          | 496.2    | 477.1    | 532.8    | 535.1    |
| Gin                | 5.2            | 5.6      | 5.1      | 4.3      | 6.9      |
| Rum                | 1.7            | 9.2      | 12.8     | 9.4      | 14.3     |
| Other Potable      | 9.3            | 10.4     | 10.5     | 14.2     | 6.3      |
| Wine Fortifying -  |                |          |          |          |          |
| In Wine            | 4,373.9        | 4,402.1  | 4,346.0  | 4,130.1  | 3,880.5  |
| Not in Wine        | 746.7          | 956.9    | 1,105.9  | 928.2    | 999.4    |
| Other              | 32.5           | 40.9     | 74.5     | 23.8     | 7.2      |
| Total Spirits      | 8,370.5        | 8,973.1  | 9,347.4  | 9,062.5  | 9,074.3  |

Wine and brandy stocks at 30th June, 1959 and 1960, classified according to whether in bond or out of bond, are shown below in Table 8.

TABLE 8 - STOCKS OF WINE AND BRANDY: IN AND OUT OF BOND, SOUTH AUSTRALIA

| Type                                      | At 30th June - |             |         |             |
|-------------------------------------------|----------------|-------------|---------|-------------|
|                                           | 1960           |             | 1961    |             |
|                                           | In Bond        | Out of Bond | In Bond | Out of Bond |
| '000 Gallons                              |                |             |         |             |
| Wine                                      |                |             |         |             |
| Distillation                              | -              | 331.4       | -       | 1,039.5     |
| Sherry                                    | 2,908.5        | 2,068.9     | 2,773.8 | 1,964.6     |
| Dessert Wines -                           |                |             |         |             |
| Sweet White                               | 9,659.6        | 1,020.9     | 8,870.1 | 987.6       |
| Sweet Red                                 | 5,515.3        | 904.8       | 5,283.7 | 737.2       |
| Table Wines -                             |                |             |         |             |
| Dry White                                 | 48.6           | 2,459.5     | 37.1    | 2,557.4     |
| Dry Red                                   | 19.0           | 2,383.0     | 15.7    | 2,501.0     |
| Sweet (including Sauternes & Pearl Types) | 72.6           | 140.6       | 60.4    | 147.7       |
| Sparkling                                 | -              | 115.4       | ) 0.7   | ( 144.1     |
| Wine Cocktails etc.                       | -              | 24.2        | )       | ( 7.9       |
| Vermouth                                  | 17.4           | 38.0        | 53.6    | 43.6        |
| '000 Proof Gallons                        |                |             |         |             |
| Brandy                                    | 3,419.7        | 8.6         | 3,624.6 | 7.6         |

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ESTIMATED  
CONSUMPTION

Despite an increase in the estimated South Australian beer consumption from 16,653,000 gallons in 1959/60 to 16,905,000 gallons in 1960/61, consumption per head of population decreased from 17.72 gallons to 17.66 gallons. There has been a continuous downward trend in the estimated beer consumption per head of population in South Australia since a record 22.06 gallons (22.06 gallons per head) were consumed in 1954/55.

There are no wine consumption figures available for South Australia, but the estimated Australian consumption increased slightly from 1.15 gallons per head of population in 1958/59 to 1.16 gallons in 1959/60. Record wine consumption was 1.80 gallons per head of population in 1951/52.

The following table shows estimated consumption of beer and spirits in South Australia during the last five years compared with figures for 1938/39.

TABLE 9 - CONSUMPTION OF BEER AND SPIRITS : SOUTH AUSTRALIA

| Year    | Total Consumption |                 | Consumption per head of population |               |
|---------|-------------------|-----------------|------------------------------------|---------------|
|         | Beer              | Spirits         | Beer                               | Spirits       |
|         | '000 Gallons      | '000 Pf Gallons | Gallons                            | Proof Gallons |
| 1938/39 | 6,015             | 90.5            | 10.12                              | 0.15          |
| 1956/57 | 16,609            | 240.5           | 19.28                              | 0.28          |
| 1957/58 | 16,673            | 250.3           | 18.82                              | 0.28          |
| 1958/59 | 16,206            | 281.6           | 17.84                              | 0.31          |
| 1959/60 | 16,653            | 314.3           | 17.72                              | 0.33          |
| 1960/61 | 16,905            | 279.0           | 17.66                              | 0.29          |

NOTE: The particulars in the above Table are based on quantities on which Customs and Excise Duties were paid during the year and could be affected by changes in stocks, concerning which no information is available.

RETAIL  
SALES

Quarterly South Australian retail sales of beer, wine, and spirits, for the years 1956/57 to 1960/61 inclusive are shown in the following table. The figures include sales from fixed premises at which goods are normally sold by retail to the general public but exclude sales made from licensed clubs etc.

Retail sales of beer, wine, and spirits, in South Australia during 1960/61 totalled £21,900,000 compared with £21,100,000 in 1959/60, an increase of £800,000 (3.8 per cent).

TABLE 10 - RETAIL SALES OF BEER, WINE, & SPIRITS (a) : SOUTH AUSTRALIA

| Quarter   | 1956/57   | 1957/58 | 1958/59 | 1959/60 (b) | 1960/61 (b) |
|-----------|-----------|---------|---------|-------------|-------------|
|           | £ Million |         |         |             |             |
| September | 4.4       | 4.5     | 4.3     | 4.7         | 4.9         |
| December  | 5.6       | 5.6     | 5.3     | 5.8         | 6.1         |
| March     | 5.3       | 5.3     | 5.3     | 5.8         | 5.9         |
| June      | 4.6       | 4.5     | 4.5     | 4.8         | 5.0         |
| Total     | 19.9      | 19.9    | 19.4    | 21.1        | 21.9        |

- (a) Adjusted on a basis comparable with the 1956/57 Retail Census.  
(b) Subject to Revision.

D.L.J. AITCHISON

DEPUTY COMMONWEALTH STATISTICIAN

Commonwealth Bureau of Census & Statistics,  
ADELAIDE, S.A.

2nd November 1961.

